hour entertainment slot in the afternoon.

2. The National Programme should start at 8.30 p.m. and should be restructured to accommodate one hour entertainment slot between 8.50 p.m. and 9.50 p.m. Entertainment slot consisting mostly of films should be provided after 11 p.m. onward

3. Doordarshan should strictly adhere to the announced schedule of programmes.

4. Regional Kendras of Doordarshan should become centres of advertisements and their infrastructure properly strengthened to take on this activity so that smaller Companies which operate within the limits of a particular geographical area can advertise their products in the regional service.

5. Doordarshan should provide advance information of its forthcoming programmes to its own Sales offices, advertisers and advertising agencies.

6. Doordarshan should undertake attractive publicity of their forthcoming programmes on the TV screen and if necessary in the print media. Preview of this new programmes should also be arranged for advertisers.

7. Doordarshan should make available the results of audience serveys done by their own Audience Research Unit to the Advertising agents on regular intervals.

8. A review of Advertisement Code be conducted keeping in view the policy of economic liberalisation specially in relation to the advertisements relating to foreign banks, foreign models and foreign locales.

9. Doordarshan should enter into long term agreements with the organisers of international sports events. It would be advantageous if coverages of sports events are directly purchased by Doordarshan and marked both for sponsorship as well as spot boys.

10. Doordarshan should stop free telecast of tournaments where the organisers have sold the rights to a sponsor unless the sponsor pays the requisite telecast fee.

11. The organisation of Sales of Doordarshan should be suitably strengthened at all levels in order that Doordarshan broadens the base of advertisers.

12. A system of volume discount for advertisers on the lines of Star TV rate card be introduced for Doordarshan.

Radio Telephones In Jharkhand Region

3121. SHRI PIUS TIRKEY: Will the Minister of COMMUNICATIONS be pleased to state:

(a) whether a number of radio Telephones have been installed in villages around the city of Lucknow;

(b) if so, the details thereof;

(c) whether there is any proposal to instal such radio telephones in the tribal areas of Jharkhand region as well as in the tea garden areas of North Bengal and Assam;

(d) if so, by when; and

(e) if not, the reasons therefor?

THE DEPUTY MINISTER IN THE

MINISTRY OF COMMUNICATIONS (SHRI P.V. RANGAYYA NAIDU): (a) Yes, Sir.

(b) 21, upto 29th February, 1992.

(c) and (d). Yes, Sir. The Government has a plan to provide telephone facility in all Panchayat headquarters villages including the tribal areas of Jharkhand region as well as in the tea garden areas of North Bengal and Assam progressively by 31st March, 1995. The choice of Radio Media will be depending on techno economic considerations.

(e) Not applicable.

[*Translation*]

Productive Load Factor

3122. KUMARI UMA BHARTI: Will the Minister of POWER AND NON-CONVENTIONAL ENERGY SOURCES be pleased to state:

(a) the productive load factor achieved in thermal hydel and nuclear power projects during 1991-92; and

(b) if so, the details thereof, project-wise?

THE MINISTER OF STATE OF THE MINISTRY OF POWER AND NON-CONVENTIONAL ENERGY SOURCES (SHRI KALP NATH RAI): (a) and (b). Generation from Hydro Stations depends upon the availability of water in the reservoirs. During the period April-February, 1992, the Plant Load Factor of thermal power stations and nuclear power stations in the Country was 54.9% and 43.5% respectively. The station-wise PLF during April-Feb. 92, is given in attached Statement.

STATEMENT

Statement showing the Plant Load Factor of Thermal and Nuclear Powere Stations in the Country during April, 1991 – Feb., 1992

Period April, 91–Feb., 1992

Name of the Station	*Plant Load Factor (%)*
Badarpur	63.5
Indraprastha Station	60.3
Rajghat	49.3
Faridabad	55.3
Panipat	42.1
Kota	64.9
RAPS (Nuclear)	30.7
Bhatinda	51.0